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Cut Flowers

PRODUCTION AND SALES, 1957 AND 1958 INTENTIONS FOR 1959 IN 10 SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Crop Reporting Board
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This report summarizes the findings on a 10-State survey conducted in California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. A similar report, SpCr 6-1 (58), covering this same group of States was issued June 1958. The first "pilot" survey, conducted in 1957, covered the States of California, Colorado, Florida, Illinois, and Iowa. The publication number was SpCr 6-1 (57).

CUT FLOWERS

Production and Sales, 1957 and 1958, and Intentions for 1959 in 10 Selected States

Sales of carnations, chrysanthemums, gladiolus, and roses, grown by nearly 2,900 producers in 10 selected States, had a wholesale value of $58.9 million in 1958, according to the Crop Reporting Board of the United States Department of Agriculture. This total was virtually the same as the revised wholesale value of $59.0 million reported for the same group of cut flowers in 1957. Both surveys covered the States of California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. The quantity of carnations and standard chrysanthemums sold in the 10 States during 1958 showed a substantial increase from a year earlier, but the volume of gladiolus cut and sold was curtailed sharply because of winter freeze damage in Florida. Pompon output was about the same in both years, although grower intentions for 1958 had indicated a substantial increase in Florida plantings. These intentions did not materialize because of freeze losses. The cut of roses in the 10 States was about the same in both years.

The wholesale value of sales by growers of the four cut flowers in 1958 in California was $15.0 million; Florida $13.4 million; Illinois $7.6 million; Colorado $6.2 million; Ohio $4.7 million; Upstate New York $4.2 million; Long Island, New York $3.5 million; Michigan $2.2 million; Iowa $1.1 million; and Oregon and Texas each with less than $1 million. Increases in 1958 over 1957 in the wholesale value of sales by growers were reported in California, Colorado, Upstate New York, Oregon, and Texas. Decreases from 1957 were reported in Florida, Illinois, Iowa, Ohio, Michigan, and Long Island, New York.

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells $1,000 or more of cut flowers or flowering and foliage plants in one year. Only commercial producers having one or more of the four cut flowers surveyed were included in this report. Reports were received from 87 percent of the commercial growers of the selected products in the 10 States, and these growers had over 97 percent of the sales shown in this report. Non-reporting establishments were mostly small growers who had less than 3 percent of the total sales. Estimates for these operations were made using size-of-enterprise information previously reported. All value figures are at "gross wholesale" and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having about the same size of operation.

In California, the value of sales for the four major cut flowers surveyed in 1958 was 6 percent above a year earlier. The increase from 1957 to 1958 resulted largely from increased production of carnations, a crop that is now over five times as large as indicated in 1949 by the 1950 Census of Agriculture. A further increase is in prospect for the production of carnations, as growers reported intentions to have more plants in production in 1959 than in 1958. Roses and chrysanthemums also contributed a large percentage of the value of sales of the four cut flowers in 1958. The value in 1958 for roses was 5 percent above 1957. For standard chrysanthemums, the value was slightly below a year earlier in spite of a large increase in numbers sold.

The wholesale value in Colorado for the four major cut flowers in 1958 was 6 percent above 1957. In Colorado, as in California, carnation value continues to increase. Colorado carnation sales accounted for about 90 percent of the wholesale value of four cut flowers in that State. The quantity of blooms cut in 1958 was substantially greater than a year earlier, but prices were somewhat lower. For 1959, the indications are for a larger production of carnations as growers reported intentions to have more plants in production.

In Florida, the value of four cut flowers in 1958 was 7 percent below 1957. This reduction was because of freeze damage to gladiolus and chrysanthemums during the winter of 1957-58. Production of gladiolus was substantially lower in 1958 than in 1957 and the wholesale value was reduced sharply. On the other hand, 1958 wholesale value of pompons was above 1957. For this crop, moderately higher prices more than offset a decline in production. Growers indicated small production increases for 1959 for both of these crops.

In Illinois, the wholesale value of four major cut flowers grown and sold by producers in 1958 was 1 percent below a year earlier. Roses, which make up about one-half of the total value of the four cut flowers, showed a 4 percent decline in value in 1958 from a year earlier. On the other hand, the number of chrysanthemums sold, both standard and pompon, was up from 1957 but because of lower prices in 1958 the wholesale value for these flowers did not show much change from 1957.

The 1958 value of sales for the four flowers in Iowa was 8 percent below 1957. Declines in values were reported for each of the four flowers.

In Michigan, the wholesale value of the four cut flowers was moderately below a year earlier. The increase in value of roses in 1958 over 1957 was more than offset by lower values for carnations and pompons. Michigan rose growers expect to have the same number of plants in production in 1959 as in 1958.

In New York, the wholesale dollar value for four cut flowers surveyed was about 1 percent above 1957. Long Island sales were down fractionally, with Upstate New York growers reporting a 2 percent increase. On Long Island, New York, the wholesale values of carnations and roses in 1958 were slightly above 1957. Growers reported larger sales of these two crops in 1958 than in 1957, but intentions for 1959 are below 1958. In Upstate New York, the sales of roses, the leading cut flower, showed a larger wholesale value in 1958 than a year earlier. Larger wholesale values were also reported for both standard and pompon chrysanthemums. Growers in Upstate New York reported very little change in 1959 production plans from those of 1958.

In Ohio, the 1958 wholesale value for the four major cut flowers was 2 percent below 1957. Lower values for roses, carnations, and pompons were partially offset by an increase reported for standard chrysanthemums. For 1959, Ohio growers report intentions to increase plantings of carnations, but to reduce plantings of standard and pompon chrysanthemums.

Oregon flower growers reported the 1958 wholesale value of the four major cut flowers substantially above 1957, with most of the gain resulting from an increase in value of roses. For 1959, Oregon growers report intentions to increase plantings of roses.

Value of the four major cut flowers in Texas during 1958 was 5 percent above 1957. All of the gain came as a result of an increase in value of gladiolus sales. Standard chrysanthemums, which made up about 55 percent of the value of the four cut flowers sold in 1958, showed a slight reduction in value from a year earlier.

Table 1.--Carnations, Chrysanthemums, Gladiolus and Roses: Number of commercial growers and gross wholesale value of sales, 1957 and 1958, in 10 selected States

State	Commercial growers		Gross wholesale value					
			Carnations		Chrysanthemums			
					Standard		Pompon	
	1957	1958	1957	1958	1957	1958	1957	1958
	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California..	430	468	4,816	5,484	2,867	2,827	1,107	1,025
Colorado....	140	133	5,094	5,528	100	108	238	197
Florida.....	93	89	1/	1/	139	193	5,232	5,522
Illinois....	2/ 434	448	1,412	1,400	1,167	1,240	1,078	1,076
Iowa.....	2/ 122	137	2/ 334	289	2/ 122	119	2/ 219	204
Michigan....	341	312	404	368	289	289	474	410
New York:								
Long Island	2/ 189	186	2/ 1,371	1,378	2/ 397	371	2/ 451	398
Upstate....	2/ 415	437	621	600	653	728	734	739
Ohio.....	523	510	1,528	1,481	979	1,076	894	826
Oregon.....	90	87	122	132	36	31	78	89
Texas.....	64	86	20	20	151	148	48	43
10 States..	2/2,841	2,893	2/15,722	16,680	2/6,900	7,130	2/10,553	10,529

State	Gross wholesale value					
	Gladiolus		Roses		Total (4 cut flowers)	
	1957	1958	1957	1958	1957	1958
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California..	1,166	1,212	4,180	4,406	14,136	14,954
Colorado....	53	37	334	292	5,819	6,162
Florida.....	9,059	7,664	3/	3/	14,430	13,379
Illinois....	2/ 379	359	3,703	3,560	2/ 7,739	7,635
Iowa.....	57	39	2/ 464	444	2/ 1,196	1,095
Michigan....	72	54	1,099	1,128	2,338	2,249
New York:						
Long Island	43	41	2/ 1,232	1,286	2/ 3,494	3,474
Upstate....	368	316	2/ 1,761	1,854	2/ 4,137	4,237
Ohio.....	281	279	1,085	1,023	4,767	4,685
Oregon.....	58	56	372	489	666	797
Texas.....	36	58	3/	3/	255	269
10 States..	2/11,572	10,115	2/14,230	14,482	2/58,977	58,936

1/ No commercial production.
2/ Revised.
3/ Not published to avoid disclosure of individual operations.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1957 and 1958, and indicated plants in production, 1959, in 10 selected States

State	Producers		Plants in production			
	1957	1958	1957	1958	Intended 1959	1959 as percent of 1958
	Number	Number	1,000 plants	1,000 plants	1,000 plants	Percent
California...	153	180	9,300	10,393	11,342	109
Colorado.....	122	122	6,264	6,556	6,956	106
Florida 1/...	---	---	---	---	---	---
Illinois.....	212	224	2,394	2,367	2,284	96
Iowa.....	2/ 77	83	2/ 444	437	464	106
Michigan.....	167	171	509	568	590	104
New York:						
Long Island.	2/ 107	100	2/ 3,575	3,491	3,372	97
Upstate.....	207	208	1,113	1,074	1,078	100
Ohio.....	308	314	2,063	2,077	2,157	104
Oregon.....	36	36	223	216	157	73
Texas.....	12	16	21	24	24	100
10 States 1/	2/1,401	1,454	2/25,906	27,203	28,424	104

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 3/	
	1957	1958	1957	1958	1957	1958	1957	1958
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
California...	102,468	114,251	100	100	4.7	4.8	4,816	5,484
Colorado.....	58,553	66,598	99	100	8.7	8.3	5,094	5,528
Florida 1/...	---	---	---	---	---	---	---	---
Illinois.....	20,169	20,587	88	89	7.0	6.8	1,412	1,400
Iowa.....	2/ 3,552	3,398	2/ 68	65	9.4	8.5	2/ 334	289
Michigan.....	4,811	4,179	66	52	8.4	8.8	404	368
New York:								
Long Island.	2/ 20,467	21,195	95	96	6.7	6.5	2/ 1,371	1,378
Upstate.....	8,390	7,995	77	74	7.4	7.5	621	600
Ohio.....	17,171	17,425	78	83	8.9	8.5	1,528	1,481
Oregon.....	1,526	1,496	52	77	8.0	8.8	122	132
Texas.....	151	170	11	1	13.4	12.0	20	20
10 States 1/	2/237,258	257,294	2/ 94	95	6.6	6.5	2/15,722	16,680

1/ Florida--No commercial production.
2/ Revised.
3/ Equivalent wholesale value for all sales.

CARNATIONS

About 257 million carnation blooms were sold in 1958 by 1,454 commercial growers in California, Colorado, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. This volume was 8 percent more than 1957 sales of 237 million blooms reported for the same States. The 1958 sales in the 10 States were larger than the total output of 251 million blooms reported for all States in the United States in 1949, by the Agricultural Census of 1950, thus indicating the very rapid expansion which has occurred in the carnation industry. Most of this growth has occurred in California and Colorado. Virtually all of the increase in sales from 1957 to 1958 was reported from these two States.

Production of carnations continues to increase in both northern and southern California. The number of growers has increased rapidly in the Encinitas area of San Diego County, and some growers have increased operations in northern California. The continued increase in Colorado carnation production has resulted largely from the conversion of existing greenhouse facilities to carnation plantings. Some of these facilities were formerly producing other floral products, while others were converted from vegetable ranges. A number of new Colorado carnation growers made limited sales during 1957, but did not get into full production until 1958.

In 1958, the value of sales at wholesale in the 10 States totaled $16.7 million--up 6 percent from the revised 1957 value of $15.7 million. Growers in California and Colorado accounted for virtually all of the increase and received about two-thirds of the 1958 value of sales in the 10 States. In the States surveyed, the average wholesale price declined from 6.6 cents per bloom in 1957 to 6.5 cents per bloom in 1958. Price changes were mixed during the year, but were significantly lower in the important producing States of Colorado, Illinois, Ohio, and on Long Island, New York. Producers made the bulk of their sales at wholesale in both 1957 and 1958, but retail sales by producers were quite important in some of the smaller producing States, as indicated by the data for Iowa, Michigan, and Texas.

The number of carnation producers in the 10 States showed a moderate increase from 1,401 growers in 1957 to 1,454 growers in 1958, due primarily to the increase in growers in California. The average number of blooms sold per producer in the 10 States increased from 169,000 in 1957 to 177,000 in 1958. In California, sales per producer were 670,000 blooms in 1957 and 635,000 in 1958, while in Colorado, sales per producer were 480,000 blooms in 1957 and 546,000 in 1958. Sales per plant in production during 1958 averaged 9.5 blooms for the 10 States, up moderately from the 9.2 blooms per plant reported in 1957. Of the major producing States, Colorado, Illinois, Ohio, and on Long Island, New York showed greater sales per plant in production during 1958 than a year earlier. California sales showed no change from 1957 to 1958, and at 11.0 blooms per plant, still exceeded all other States in the survey.

For 1959, carnation growers in the 10 States reported intentions to increase plantings 4 percent above 1958. California indicated an increase of 9 percent; Colorado, 6 percent; and Ohio, 4 percent. Illinois growers reported intentions to decrease plantings 4 percent, and on Long Island, New York, producers indicated a reduction of 3 percent. Upstate New York growers reported no change from 1958. A year ago, grower intentions reported for the 10-State total were very close to the plantings finally reported for 1958 production.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value. 1957 and 1958, and indicated plants in production, 1959, in 10 selected States

State	Producers		Plants in production			
	1957	1958	1957	1958	Intended 1959	1959 as percent of 1958
	Number	Number	1,000 plants	1,000 plants	1,000 plants	Percent
California....	150	139	12,171	14,581	15,140	104
Colorado.....	30	22	363	393	411	105
Florida.....	15	12	578	888	851	96
Illinois.....	291	308	4,792	5,269	5,398	102
Iowa.....	1/ 98	108	1/ 336	351	353	101
Michigan.....	227	237	774	917	954	104
New York:						
Long Island..	1/ 106	98	1/ 1,099	1,029	1,045	102
Upstate.....	317	323	2,228	2,555	2,549	100
Ohio.....	417	424	3,344	3,884	3,732	96
Oregon.....	43	51	126	111	114	103
Texas.....	50	57	681	669	737	110
10 States....	1/1,744	1,779	1/26,492	30,647	31,284	102

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1957	1958	1957	1958	1957	1958	1957	1958
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
California....	25,598	27,987	100	100	11.2	10.1	2,867	2,827
Colorado.....	384	482	94	97	26.0	22.4	100	108
Florida.....	754	1,235	100	91	18.4	15.6	139	193
Illinois.....	5,280	5,715	84	84	22.1	21.7	1,167	1,240
Iowa.....	1/ 509	516	1/ 62	59	24.0	23.1	1/ 122	119
Michigan.....	1,166	1,280	63	53	24.8	22.6	289	289
New York:								
Long Island..	1/ 1,681	1,688	89	95	23.6	22.0	1/ 397	371
Upstate.....	2,803	3,178	81	76	23.3	22.9	653	728
Ohio.....	4,256	4,958	78	81	23.0	21.7	979	1,076
Oregon.....	195	181	78	83	18.3	17.0	36	31
Texas.....	642	677	85	84	23.5	21.9	151	148
10 States....	1/43,268	47,897	1/ 92	92	15.9	14.9	1/6,900	7,130

1/ Revised.
2/ Equivalent wholesale value for all sales.

The number of standard chrysanthemums cut and sold by producers in the selected 10 States totaled 47.9 million blooms in 1958--up 11 percent from the 43.3 million blooms in 1957. Growers in California, Florida, Illinois, and Ohio accounted for most of the reported increase in sales.

The production of standard chrysanthemums is an important floricultural enterprise in California, Illinois, New York, and Ohio. The value of sales by growers in these States totaled over $6.2 million at wholesale in 1958, accounting for about seven-eights of the wholesale value of $7.1 million in the 10-State survey. The wholesale value of sales in the 10 States a year earlier totaled $6.9 million. Growers in Florida, Illinois, Upstate New York, and Ohio accounted for virtually all of the increase in dollar volume from 1957 to 1958. The number of blooms cut and sold in California was substantially above 1957, but lower returns to the grower held the 1958 value of sales slightly below the previous year. Prices in 1958 were significantly lower than in 1957 in all States. The average wholesale price per bloom declined from 15.9 cents in 1957 to 14.9 cents in 1958. Producers in the 10 States reported 92 percent of their sales at wholesale in both years, but retail sales were sizeable in Iowa and Michigan.

Production of standard chrysanthemums in California is a large enterprise in the hands of relatively few producers. Plantings can change materially from year to year. The industry is now concentrated in the Mountain View-Sunnyvale area of Santa Clara County. Substantial quantities are also grown in San Mateo County, and plantings are increasing in Santa Cruz County. In Illinois, production of standard chrysanthemums has increased each year since plantings were first measured by this type of survey for 1956. Often the chrysanthemum plantings have displaced the production of other greenhouse floral products. In Ohio, chrysanthemum production has also displaced other types of floral products, while some vegetable ranges have been converted to floral and foliage plant production.

The number of growers producing standard chrysanthemums in the 10 States showed a nominal increase from 1,744 in 1957 to 1,779 in 1958, with most of the increase in Illinois. The average number of blooms sold per producer in the survey increased from about 24,800 in 1957 to 26,900 in 1958. Sales per producer in California increased from 171,000 blooms to 201,000 blooms. Sales per plant in production during 1958 averaged 1.56 blooms for the 10 States, down moderately from the 1.63 blooms per plant reported in 1957. In California, sales per plant in production declined from 2.10 stems in 1957 to 1.92 stems in 1958. This reduction in yield per plant resulted largely from a change in growing practices which is underway in that State. Some growers are now producing only single stem standard chrysanthemums. Formerly, most plants were disbudded to 3 buds per plant, which would generally produce at least 2 marketable blooms. Some larger growers have now abandoned this practice because of high labor costs associated with the disbudding operation.

For 1959, standard chrysanthemum growers in the 10 States reported intentions to increase plantings 2 percent above 1958. California indicated an increase of 4 percent; Illinois, 2 percent; and Long Island, New York, 2 percent. Upstate New York growers reported no change from 1958. Florida and Ohio growers reported intentions to decrease plantings 4 percent. A year ago, growers' intended plantings reported for the 10-State total were below the plantings finally made for 1958 production. Much of this difference resulted from the change in growing practices which is occurring in California.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1957 and 1958, and indicated plants in production, 1959, in 10 selected States

State	Producers		Plants in production			
	1957	1958	1957	1958	Intended 1959	1959 as percent of 1958
	Number	Number	1,000 plants	1,000 plants	1,000 plants	Percent
California...	205	214	8,813	9,427	9,874	105
Colorado.....	36	32	746	572	481	84
Florida.....	44	42	22,144	21,735	22,177	102
Illinois.....	285	300	4,468	4,772	4,617	97
Iowa.....	1/ 106	115	1/ 571	628	664	106
Michigan.....	249	251	1,685	1,661	1,595	96
New York:						
Long Island.	1/ 139	132	1/ 1,861	1,750	1,764	101
Upstate.....	353	370	2,651	3,029	3,007	99
Ohio.....	417	430	2,843	3,075	3,000	98
Oregon.....	61	65	392	330	326	99
Texas.....	28	38	171	198	223	113
10 States...	1/1,923	1,989	1/46,345	47,177	47,728	101

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1957	1958	1957	1958	1957	1958	1957	1958
	1,000 bunches	1,000 bunches	Percent	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars
California...	2,912	2,928	99	99	0.38	0.35	1,107	1,025
Colorado.....	207	164	94	96	1.15	1.20	238	197
Florida.....	7,474	7,172	95	95	.70	.77	5,232	5,522
Illinois.....	1,147	1,209	79	79	.94	.89	1,078	1,076
Iowa.....	1/ 199	194	1/57	69	1/1.10	1.05	1/ 219	204
Michigan.....	558	519	62	59	.85	.79	474	410
New York:								
Long Island.	1/ 683	652	87	89	.66	.61	1/ 451	398
Upstate.....	816	880	70	66	.90	.84	734	739
Ohio.....	1,004	1,020	75	78	.89	.81	894	826
Oregon.....	108	94	80	81	.72	.95	78	89
Texas.....	52	53	84	95	.93	.82	48	43
10 States...	1/15,160	14,885	1/90	90	1/ .70	.71	1/10,553	10,529

1/ Revised.
2/ Equivalent wholesale value for all sales.

The number of bunches of pompons sold in the 10 selected States during 1958 is placed at 14.9 million--down 2 percent from the 15.2 million bunches sold in 1957. Growers in Florida accounted for virtually all of the reduction in sales from 1957 to 1958. Freeze damage in that State during the winter of 1957-58 caused heavy losses in some fields and curtailed shipments for an extended period of time.

Total sales in the 10 States, placed at $10.5 million, were virtually unchanged from a year earlier. In Florida, where production of pompon chrysanthemums is a multi-million dollar industry, the value of sales in 1958 was $5.5 million accounting for over one-half of the total dollar sales in the 10-State survey. Sales were also above the $1 million mark in California, Illinois, and New York. The number of bunches of pompons cut and sold in California during 1958 was about the same as in 1957, but prices were lower, resulting in a lower wholesale value for that State than a year earlier. The value of sales in Illinois and New York was about the same in both years. In Florida, the wholesale value showed a moderate increase from 1957.

The average wholesale price per bloom in the 10 States showed a nominal decline from 1957 to 1958. Prices were generally lower in 1958 except in Florida where the winter crop suffered freeze damage and the price was higher. Producers in the 10 States reported 90 percent of their sales at wholesale in both years. Retail sales were sizeable in Iowa, Michigan, and Upstate New York.

Production of pompons in Florida is a very large enterprise concentrated in the hands of a relatively small number of producers. The industry is located largely in Martin, Palm Beach, Lee, and Hillsborough Counties. Production of pompons in Illinois, New York, and Ohio is widely scattered. Pompon growers in these States generally raise a number of other types of cut flowers, and also potted plants in many instances. California pompons are largely a fall crop marketed over a rather short period of time. Production is concentrated in southern California, largely in Los Angeles, Orange, and San Diego Counties.

The number of growers raising pompon chrysanthemums in the 10 States showed a moderate increase over 1957, with most of the increase in Illinois, Upstate New York, and Ohio. The average number of bunches of pompons sold per producer in the survey declined from 7,900 bunches in 1957 to 7,500 bunches in 1958. California marketings per grower were down moderately from about 14,200 bunches in 1957 to 13,700 bunches in 1958. Marketings per grower in Florida, Illinois, Ohio, Upstate New York, and Long Island, New York held about steady in the two years. To market one bunch of pompons, 3.2 plants were required in 1958 in the 10 States, compared to 3.1 plants in 1957.

For 1959, pompon growers in the 10 States reported intentions to increase the number of plants in production 1 percent above 1958. California was up 5 percent; Florida, 2 percent; and on Long Island, New York, 1 percent. Illinois growers reported 1959 intentions to reduce plantings 3 percent below 1958, Ohio was down 2 percent, and Upstate New York, down 1 percent. A year ago, intentions reported for the 10 States were above the plants now recorded in production in 1958. The difference was largely in Florida where winter freeze damage caused sizeable plant losses.

Table 5.--Gladiolus: Number of producers, acres in production, sales price, wholesale value, 1957 and 1958, and indicated acres in production, 1959, in 10 selected States

State	Producers		Acres in production			
	1957	1958	1957	1958	Intended 1959	1959 as percent of 1958
	Number	Number	Acres	Acres	Acres	Percent
California...	68	61	594	630	667	106
Colorado.....	12	11	94	53	48	91
Florida.....	62	57	8,000	7,500	7,600	101
Illinois.....	1/117	105	1/970	1,070	1,030	96
Iowa.....	53	51	68	72	70	97
Michigan.....	76	65	174	180	171	95
New York:						
Long Island.	25	27	40	48	40	83
Upstate.....	110	102	472	490	472	96
Ohio.....	99	86	430	470	467	99
Oregon.....	25	25	114	83	85	102
Texas.....	24	30	42	51	72	141
10 States...	1/671	620	1/10,998	10,647	10,722	101

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1957	1958	1957	1958	1957	1958	1957	1958
	1,000 dozen	1,000 dozen	Percent	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars
California...	2,120	2,164	100	100	0.55	0.56	1,166	1,212
Colorado.....	97	79	96	100	.55	.47	53	37
Florida.....	16,471	12,989	90	85	.55	.59	9,059	7,664
Illinois.....	1/ 1,054	1,088	98	98	.36	.33	1/379	359
Iowa.....	73	54	78	72	.78	.73	57	39
Michigan.....	167	136	89	92	.43	.40	72	54
New York:								
Long Island.	82	78	87	92	.53	.53	43	41
Upstate.....	681	526	93	92	.54	.60	368	316
Ohio.....	484	527	74	96	.58	.53	281	279
Oregon.....	82	78	94	96	.71	.72	58	56
Texas.....	41	62	84	93	.87	.93	36	58
10 States...	1/21,352	17,781	91	88	.54	.57	1/11,572	10,115

1/ Revised.
2/ Equivalent wholesale value for all sales.

The quantity of gladiolus sold in the 10 States during 1958 was reported at 17.8 million dozen spikes--down 17 percent from 21.4 million dozen spikes sold in 1957. Florida accounted for virtually all of the decrease, but Upstate New York sales were also lower than in 1957. The rather sharp reduction in sales from 1957 to 1958 resulted almost entirely from winter freeze losses in Florida. Even with the rather sharp reduction in Florida sales, output in that State still accounted for over three-fourths of the total sales in the 10 States.

Production of gladiolus is a very large industry in Florida, and also ranks high as a source of income to specialized growers in California. Sales made by 620 commercial growers in the 10-State survey had a wholesale value of $10.1 million in 1958, down 13 percent from the 1957 wholesale value of $11.6 million. Florida prices were moderately higher in 1958 than in 1957, but the sharp reduction in output reduced the wholesale value to $7.7 million--about 15 percent below the 1957 value of $9.1 million. The average wholesale price per dozen spikes in the 10 States was moderately higher in 1958 than in 1957, due primarily to the higher winter crop prices in Florida. Price changes in the other States were mixed, but prices generally were about the same in both years. Producers made the bulk of their sales at wholesale in both years, but Florida indicated a greater retail volume in 1958 than in 1957.

Production of gladiolus in Florida is concentrated in the hands of relatively few highly specialized growers. Growing areas are located on both the East and West coasts, but the larger acreages are in Manatee, Charlotte, Lee, and Palm Beach Counties. In California, gladiolus production is confined largely to San Diego County. Illinois growers are concentrated in the St. Anne area. Much of the Illinois cut flower volume is a byproduct of the bulb industry.

The number of gladiolus producers in the 10 States showed a significant decrease from 1957 to 1958. Most States included in the survey showed fewer growers in 1958 than a year earlier, indicating the trend toward greater commercialization. The average number of dozen spikes sold per producer in the 10 States showed a rather substantial drop from 31,800 dozen in 1957 to 28,700 in 1958, largely as a result of the Florida freeze. Florida growers averaged 266,000 dozen spikes sold per grower in 1957, but only 228,000 dozen in 1958. Sales per acre in production during 1958 averaged about 1,670 dozen for the 10 States--substantially lower than the 1,941 dozen reported a year earlier. The Florida yield was down from 2,059 dozen spikes per acre in 1957 to 1,732 dozen spikes per acre in 1958.

For 1959, gladiolus growers in the 10 States reported intentions to increase their acreage by 1 percent. California indicated an increase of 6 percent, and Florida was up 1 percent. Illinois growers reported intentions to reduce acreage 4 percent. A year ago, growers' aggregate intentions reported for the 10 States approximated the actual 1959 acreage, but Florida acreage was substantially less than indicated because of the winter freeze.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1957 and 1958, and indicated plants in production, 1959, in 10 selected States

State	Producers		Plants in production			
	1957	1958	1957	1958	Intended 1959	1959 as percent of 1958
	Number	Number	1,000 plants	1,000 plants	1,000 plants	Percent
California...	41	39	2,693	2,749	2,775	101
Colorado.....	17	16	186	154	125	81
Florida 1/...	---	---	---	---	---	---
Illinois.....	40	43	2,142	2,022	1,930	95
Iowa.....	2/ 15	16	2/ 312	309	282	91
Michigan.....	21	18	572	573	573	100
New York:						
Long Island.	2/ 15	15	2/ 789	762	744	98
Upstate.....	2/ 30	28	2/ 953	1,031	1,025	99
Ohio.....	35	34	538	599	603	101
Oregon.....	8	9	249	260	279	107
Texas 1/.....	---	---	---	---	---	---
10 States 1/	2/222	218	2/8,434	8,459	8,336	99

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 3/	
	1957	1958	1957	1958	1957	1958	1957	1958
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
California...	67,414	67,789	100	100	6.2	6.5	4,180	4,406
Colorado.....	3,183	2,732	95	97	10.5	10.7	334	292
Florida 1/...	---	---	---	---	---	---	---	---
Illinois.....	45,714	44,506	97	97	8.1	8.0	3,703	3,560
Iowa.....	2/ 5,217	5,040	2/85	94	2/8.9	8.8	2/ 464	444
Michigan.....	11,335	10,951	98	96	9.7	10.3	1,099	1,128
New York:								
Long Island.	2/ 14,002	14,451	2/98	99	2/8.8	8.9	2/ 1,232	1,286
Upstate.....	2/ 19,142	18,728	97	98	9.2	9.9	2/ 1,761	1,854
Ohio.....	11,426	12,040	79	89	9.5	8.5	1,085	1,023
Oregon.....	6,105	6,428	80	100	6.1	7.6	372	489
Texas 1/.....	---	---	---	---	---	---	---	---
10 States 1/	2/183,538	182,665	2/96	98	2/7.8	7.9	2/14,230	14,482

1/ Florida and Texas--not published to avoid disclosure of individual operations.
2/ Revised.
3/ Equivalent wholesale value for all sales.

Blooms sold in the eight-State survey (California, Colorado, Illinois, Iowa, Michigan, New York, Ohio, and Oregon) in 1958 totaled 182.7 million compared with 183.5 million in 1957. The general trend of rose production has shown a decline since 1956 when sales were first measured by a survey of this type. Comparable data are available for California, Colorado, Illinois, and Iowa for 1956, 1957, and 1958. The number of blooms sold in these four States has shown a decline from 126.9 million in 1956, to 120.1 in 1958, a 5 percent decrease. Practically all of the decrease has been reported in Illinois with the California production holding about steady.

Cut rose production is an important source of floricultural income in California, Illinois, Michigan, New York, and Ohio. The reported wholesale value of production by 177 growers in these 5 States totaled 13.3 million dollars--over 90 percent of the 14.5 million dollar wholesale value in the eight-States survey. The wholesale value of production in these same States totaled 14.2 million in 1957. The number of blooms sold was down less than 1 percent from 1957. However, slightly higher prices more than offset lower production resulting in a higher value of sales. The average wholesale price per bloom increased from 7.8 cents in 1957 to 7.9 cents in 1958, with 98 percent of the production selling at wholesale in 1958.

The principal commercial rose producing areas in the five major States surveyed are: The San Francisco Bay area of California; the central part of Illinois, and the area adjacent to Chicago; the Mt. Clemens area of Michigan; Suffolk County, Nassau County, Westchester County, and the Buffalo area of New York and the areas of Ohio adjacent to Cleveland and Cincinnati.

Blooms sold per rose plant in production decreased in four of the five main producing States during 1958. The one State showing an increase over 1957 was Illinois. Blooms per plant for 1957 by State were: California 25.0, Illinois 21.3, Michigan 19.8, New York 19.0, and Ohio 21.2. Comparable data for 1958 were: California 24.7, Illinois 22.0, Michigan 19.1, New York 18.5, and Ohio 20.1.

The 182.7 million blooms sold in 1958 in the 8 States are 11 percent less than the 204.4 million reported for these same States by the Agricultural Census of 1950 for the 1949 production. All States except Oregon and California reported a reduction in blooms sold since 1949. Oregon increased 73 percent from 3.7 million to 6.4 million. California increased 24 percent from 54.6 million to 67.8 million. The decreases in blooms sold in 1958 as compared with 1949 ranged from a high in Colorado of 59 percent--from 6.6 million to 2.7 million--to a low of 7 percent in Ohio--from 13.0 million to 12.0 million. The most significant quantitative decrease was in Illinois where the production dropped 20.4 million, from 64.9 million in 1949 to 44.5 million in 1958. This more than offset the increase of 13.2 million reported in California.

For 1959, rose growers in the 8 States reported intentions to decrease the number of plants in production by 1 percent from 1958. The States indicating an increase were: California, and Ohio, 1 percent; and Oregon, 7 percent. All others indicated a decrease with the exception of Michigan which indicated no change.